

Abstract

An apparatus and method of establishing an audio call path between an Internet user accessing a web site and an agent of the web site is provided. The method includes the steps of proving a web site with a plurality of audio access icons and a plurality of agent groups and associating an agent group of the plurality of agent groups with each audio-access icon of the web site. The method further includes establishing a voice path between the user and an agent of the associated agent group based upon activation of a audio-access icon by the user.